

PERSONALITY'S
SALESMAN SKEUnlocks Way to Buyer,
Says Lecturer O'Neil to
Knights of Columbus.

That impressive personality of a clean-cut man counts most in the selling game, ahead of any merits the article sold may have, was the keynote of the lecture on salesmanship delivered to Knights of Columbus Thursday night in their hall on Myrtle avenue by Francis T. O'Neil, of El Paso. Mr. O'Neil talked for nearly an hour. After his remarks a round table discussion was participated in by W. G. Todd, trustee, J. J. Dierker, lecturer, and G. R. Smith and J. K. Shelus of council No. 638. A number of members were taken in at the business session which preceded the salesmanship discussion.

Soldiers Absent: Work Slack.
Degree work in the Odd Fellows' organization was halted during the week by the absence of soldiers from the city. Tonight Mount Franklin encampment No. 106 will work the royal purple degree, and Monday night El Paso lodge No. 234, I. O. O. F. will put on the initiatory degree. Western Rebekah lodge No. 251 held its regular meeting Thursday night.

Odd Fellows Entertain April 16.
On April 16 Mt. Franklin encampment will give the first of three entertainments planned for the year for Odd Fellows and Rebekahs in Odd Fellows hall on Cleveland square. H. P. Hansen is at the head of the committee on arrangements.

Inviting Grand Master Ray.
An invitation has been sent to John J. Ray, grand master of the Grand council of Texas, Royal and Select Masters at Fort Worth to be present in El Paso March 19 and witness the explication of the degree of super-excellent master by teams of El Paso council No. 85, R. & S. M. The invitation was sent by B. R. Blankenship, grand visitor here. Meanwhile the council teams have been working steadily to perfect the work of the degree, which is one never attempted in the state of the scale it will assume here. The date has been set for the 19th in order that the convocation may have the assistance of Maj. Frank Wallace, Hender, grand master of Ohio's grand council. He and Mr. Blankenship have been kept away from the rehearsals of the councilmen by illness, but both are now able to attend.

Past Master's Night in April.
A committee of El Paso lodge No. 120, A. F. & A. M., headed by Wyatt W. Evans, is resuming activity looking toward the celebration of past master's night by the lodge, which was postponed in January. It is probable that the big meeting will be held between April 1 and 15. Past grand master Walter Acker, superintendent of the Masonic home for orphans at Fort Worth, has signified that he would attend the meeting.

Fraternity Will Confer Fellowship.
Work in the fellowship degree will be presented by Fraternity lodge No. 1111, A. F. & A. M., tonight, with four candidates. The lodge will hold its monthly meeting Tuesday night.

Temple To Observe Easter.
El Paso Commandery, No. 18, Knights Templar, will observe Easter Sunday with the usual parade and service. A committee to arrange the observance having been named consisting of John Temple Rice, M. L. Baileys and H. Temple Rice. The temple will march to the Masonic temple to Trinity Methodist church and listen to a sermon by Rev. Percy R. Knickerbocker. The hour for the service is 3 p. m. Thursday night the commandery conferred the order of the red cross on candidates at its regular semi-monthly council.

Royal Arch Chapter Wednesday.
A half dozen members of the El Paso chapter will be taken up Wednesday night at the monthly convocation of El Paso chapter, No. 157, Royal Arch Masons, which priest C. Sam Williamson presides.

Working Three Nights Weekly.
The March bullet of El Paso lodge No. 234, A. F. & A. M., to be circulated by secretary George F. Morgan Monday will schedule meetings for Grand lodge on Friday and Friday in the month. Tonight the master mason's degree will be conferred and Monday the entered apprentice degree. Wednesday night a number of petitioners were elected.

Pythians Add Seven Members.
Seven members to the roster of El Paso lodge No. 82, Knights Pythias, Thursday night. Next Thursday night the rank of knight will be conferred on a class of seven.

Install Officers Monday Night.
Monday night the officers of Mt. Franklin Lodge of Perfection No. 8, of the Scottish Rite of Freemasonry will be installed in Scottish Rite hall, 420 East San Antonio street. M. M. Egan, venerable master elect, will announce the appointive officers at the meeting. After the installation a lunch will be served in the clubrooms.

**Living Back East Has
Nothing On El Paso in
Price of Things to Eat**

If there are any easterners who claim that the price of living "back east" is much lower than in El Paso, just let them look at the market list. Local dealers say, as the prices of practically every home staple of note in this city is identical with those of many eastern and northern cities.

El Paso, according to the dealers, is like the city of the class, and although the Paso City eggs are a little bit higher than those of other cities, prices generally of foodstuffs will undergo a very favorable comparison.

For an example El Paso butter is selling at \$4.40 and \$4.50 a pound, whereas in Chicago the price that goes on the breakfast toast is \$4.35, absolutely no less. Eggs in this town by the Rio Grande are selling for \$4.40 and \$4.50 a dozen, and are selling for \$4.41 in Dallas, Tex., positively the lowest quotation. In Los Angeles you can get a dozen eggs for \$4.20, wonderful to think of, isn't it, but back in old "Chi" they will soak you just 25 cents more for 12 specimens of the same product.

New potatoes are in the bins of the market dealers now, and are selling for ten cents a pound. The old potatoes are selling for four pounds for a quarter. Fresh fish, right off the ice, is retailing for 25 cents up to 22 cents the varieties being flounder, smelt and red snapper. Lettuce, cabbage, carrots remain the same price, the two former items bringing down ten cents per pound, while the last retails at two bunches for five cents. No notable changes are recorded in the meat market this week.

Eyes Examined Properly
Geo. D. Kendall, 228 Mesa Avenue, Makes Glasses Right—Adv.

CITY TAXES
DELINQUENT MARCH 15TH.
To facilitate payment of City Taxes, my office, beginning today, will remain open during the noon hour, and from Monday of evenings until 8 o'clock.

Penalty for failure to pay before the 15th, 10 per cent plus one dollar, and another dollar for cost of advertising thereafter 10 per cent interest until paid.

Wm. P. B. McCall,
City Tax Assessor and Collector.
—Adv.

Break, your glasses! Phone 426 and we will send for them. Toric Optical Co., corner Texas and Oregon Sts.—Adv.

Downtown Store Room For Rent.
202 Texas St., with fine basement 30x50. Electric elevator. We are moving to Everybody's Bldg., because we need more room for our continually growing business. El Paso Piano Co.—Adv.

HEARTY CHRYSANTHEMUM
PLANTS IN ASSORTED COLORS.
SPECIAL FOR
SATURDAY, 3 for 25cAfter Supper
Sale 6 To 8:30

LAMBERT'S LISTERINE — the regular \$1.00 bottles. After Supper Sale. (limit one bottle to a customer). 55c at each.

—(First Floor)

Toilet Goods
On Sale All Day

Ingram's Milkweed Cream. 38c
\$1.00 Pinard's Eau de
Quinine. 69c
\$1.00 Pond's Extract. 69c
One pound cans Violet Tal-
cum Powder. 9c
Pozzoni's Face Powder. 38c
Packer's Tar Soap, a cake. 18c
Choice of Santol Prepara-
tions. 18c
—(First Floor)

New Dress
Accessories

SPECIAL PURCHASE OF 50
DOZEN BOUDOIR CAPS.
Made of Georgette crepe, satin,
lace and net. Lace and ribbon
trimmed; white, pink, light
blue, orange, and lavender.
Extra special, each, at

25c @ 50c

WOMEN'S NOVELTY NECK-
WEAR—Made of dainty Geor-
gette crepe, khaki kool, organ-
dy, lace and net. Hand em-
broidered and filet lace fin-
ished. All white and novelty
high colored sport effects.
Shown in a variety of new
shapes—flat collars and collar
and cuff sets, vestees and
gimpes. Priced at \$12.50 all
the way down to

50c

BROKEN LINES OF WOM-
EN'S hemstitched Shamrock
lawn and batiste handker-
chiefs; white or colored bor-
ders. Special.

5c

CENTURY GIRLS—New ar-
rivals in metal and composition
century girles, also patent
leather and suede leather belts.
Pleasingly priced.

WOMEN'S SILK GLOVES—
Just received a complete line
of Kayser's silk gloves—one
and two clasp styles; contrast-
ing embroidered effects; white,
black, and a full range of the
season's most desired street col-
ors. Priced at

50c Up

WOMEN'S TWO CLASP
LAMBSKIN GLOVES—White,
with contrasting embroidered
backs. Slightly broken sizes.
Extra special.

95c

EXTRA QUALITY CRISP
TAFFETA RIBBONS—Hair
bow and sash widths. Plain
shades, black or white; also
brocade effects. Special value,
a yard.

35c

VEILS—Novelty lace and hex-
agon drape veils, in black,
white and colors.

75c

FULL SIZE NOVELTY CHIFF-
ON SPORT VEILS—In com-
binations of the season's most
desired colors.

\$1.95

—(First Floor)

Percales,
Ginghams,
& Spreads

WHITE DIMITY SPREADS—
This is a light weight ripple
stripe, dimity spread; very
easy to launder and at the
same time very serviceable in
wearing qualities. They come
in three sizes as follows:

72x90 inch \$1.75
80x90 inch \$2.00
90x100 inch \$2.50

26 INCH PERCALE—The best
quality domestic percale in
colors that are absolutely fast.
Comes in light Spring styles,
suitable for shirts, blouses,
house dresses and bungalow
aprons. The

171-2c

32 INCH ZEPHYR GINGHAM
—Showing our line of Spring
patterns; all fast colors, in a
wide range of stripes, checks
and plaids.

20c

—(Third Floor, West Aisle)

Phone
Orders

CALL 3300—our
phone order
bureau will take your
order, follow your in-
structions and have one
of our expert shoppers
shop for you with as
much satisfaction to
you as though you did
it yourself.

A Sale Of New Spring Dresses

A Sale That Will Break Past, And,
Of Course, Set A New Record!

475 Smart Silk Dresses

Values From

\$25.00 To

\$34.50

Choice

Saturday

\$15.75

See Our
Mesa Ave.
Window
Display

EVERY time we do some-
thing big, in a big way—
then it's our ambition to make
it look small by doing some-
thing bigger. And "right
away" we are doing it. Here
comes along one of America's
largest dress operators, who
has run into a "slow-up" in orders, offers
us 475 New Spring Dresses, at a big re-
duction—and we bought.

THESE charming Dresses for af-
ternoon, matinee, bridge and all
informal functions are wonderfully
made in the newest modes and the
most charming Spring colors. The
materials include: Pongee, Rajah,
Gros de Londres, Crepe de Chines,
Taffetas, Soirees, Georgettes, Siam
Cloth, Crepe Meteor, Charmeuse,
Pussy Willows and Georgette Com-
binations.

—(Fifth Floor.)

2 To 14 Arrays Herself
For Spring Season

THE department that knows and understands girls is ready for the
new season, specializing in Coats, Suits, Frocks, Millinery and
Undergarments not merely "stylish," but incorporating the spirit of the
mode in a young and winsome way. The prices, too, have a youthful
atmosphere—modest in all instances. Saturday's offerings should
prove of interest to economical mothers. May we expect you here to-
morrow? Come, and bring the children.

—(Fourth Floor)

SPRING COATS FOR GIRLS—Of 2
to 8 years of age. These come in
navy serges and black and white
serges, trimmed with white pique
collars and cuffs. Unusually good
values, at

\$3.50 @ \$5

PLAID DRESSES FOR GIRLS—They
just arrived, and are made of the best
of ginghams, in color combinations
that "rival the rainbow" in beauty.
Some with dainty touches of smok-
ing. Sizes from 6 to 14 years. You'll
find these attractive garments in our
lines, at 95c, \$1.45

\$2.45

MIDDY BLOUSES—That are "dif-
ferent" with their smocked trimming
and dainty embroidered marine de-
signs on the sleeve. Made of excep-
tionally good quality galatea. These
come in all white, while others are
shown with collars and cuffs in
shades of blue, old rose, green and

red. Sizes 6 to 16 years. Priced
at each, 95c, \$1.45, \$1.95

SMOCKS FOR GIRLS—Every girl
wants and should have one or
more of these attractive garments.
We have them in white, pink, blue
and green. Sizes to fit the girls
from 10 to 16 years. Priced

\$1.95, \$2.45, \$2.95

MILLINERY FOR GIRLS—A de-
partment in itself. Never before
has such an attractive and large

display of Headwear for Girls
from 6 to 14 years been seen in
El Paso as we now have in the
Girls' Section. Gage and Elbow
have sent us exclusive Hats for
Girls. They're fashioned of braid,
with dainty flowers, fruits, rib-
bon or embroidered trimmings;
then there are the Tailored styles,
in Milano, Panama, Leghorns,
and other stylish straws. Prices
start at \$15.00, and go downward
by easy stages

\$1.25

WOMEN'S SILK LISLE HOSE
—In white and light grey; full
fashioned hose; high spliced
heel; double sole and toe; sizes
8 to 10. Saturday special, 3
pair for \$1.00, or a

35c

WOMEN'S UNION SUITS—
Low neck, no sleeves, umbrella
knee; lace or shell finish; sizes
34 to 44. Saturday
special, a suit, at

39c

CHILDREN'S SOX—We have
just received a line of children's
fancy top, plain colored socks;
sizes 4 to 9-12. Priced at the

15c to 35c

—(First Floor).

New Jewelry
And Beads

ORIENTAL BEADS—In real Chinese
Jade, with ear and finger rings to
match. Priced at

50c

WAX FILLED PEARL BEADS—In
several different sizes, with gold fil-
ted clasps; fifteen inch
strands, at 25c and

50c

ENAMELED WAIST PIN SETS—In
butterfly designs of green and blue.
25c values. Saturday
special, each, at

15c

—(First Floor)

Stationery
For Milady

TEMPO LINEN HAND BORDERED
CORRESPONDENCE CARDS—In
green, blue, grey and
lavender. The box, at

50c

FANCY BOX OF EXTRA GOOD
QUALITY LINEN FINISH STA-
TIONERY—With one quire note pa-
per and one quire of gold edge cor-
respondence cards.

65c

—(First Floor)

Filet Laces
15c to \$1.75 yd.

THE new Filet Laces, ranging in
width from three to nine
inches. Shown in cream, white,
and ecru. A vast assortment of
the season's latest patterns from
which to select. The yard at 15c
to \$1.75.

—(First Floor).

American
Lady
Corsets

New Spring Models of
White Batiste, with 4 Hose
Supporters; well Boned
and neatly Trimmed. Reg-
ular \$1.25 values, at

95c

WOMEN'S REVERSIBLE SILK
BAGS—Bead trimmed; fancy
silk lined; bracelet handle; col-
ors navy, brown, green and
purple, (two
in one), at

\$5.50

WOMEN'S PATENT LEATHER
ENVELOPE PURSES—With
brocade lining and vanity mir-
ror. Special for Saturday,
each, at

\$1.00

WOMEN'S BLACK MOIRE
SILK HANDBAGS—In fancy
beaded designs; silk lined; fitted
with mirror and coin purse.
Each, at

\$7.00

—(First Floor).

The Clothes The Boy
Needs Are Ready

LACK of space will not permit us to mention every
new Spring garment in the department. Try to
realize that we are active in securing the new styles for
your boy and we are keenly alive to the needs of the
younger generation from a practical standpoint. Our
boys' department is completely stocked for Spring and
you are cordially invited to see the new things at your
convenience.

—(Fourth Floor)

THE NEW NORFOLK
SUITS FOR BOYS—
Have just arrived.
These are in Xtragood
and Ivan Frank makes
—hand-tailored, perfect
models; beautiful ma-
terials; wonderful col-
orings. Plaids, checks,
stripes, mixtures and
solids. These fine gar-
ments will appeal to the
mother who wants her
little man to appear well
groomed to the best ad-
vantage. Sizes 7 to 18
years. Especially priced

\$7.50 to

\$17.50

INTERMEDIATE STYLES IN
BOYS' SPRING SUITS—Sizes 5 to 9
years. These beautiful models are
built for the lad who cannot wear
wash suits, but is too small for the
regular Norfolk models. Made with
open bottom trousers, sport pique
collar, or self collar; semi-Norfolk
style. Comes in pretty checks, mix-
tures, and plaids. These toppy new
styles are here, at

\$5.95 to \$12.50

EXTRA SPECIAL FOR SATURDAY.
IN BOYS' NORFOLK SUITS—A
limited number of Pique Back Nor-
folk suits, in new Spring patterns,
having two pair full lined, button
bottom knickers. A well made, good
looking Spring Suit, in sizes 7
to 15 years. Suit including 2 pair
knickers.

\$5.00

BOYS' WASH SUITS AT VERY
SPECIAL PRICES—Long or short
sleeve styles, in chambrays, linen
mixed, Galatea and Renfrew cloths;
stripes and solid patterns, including
white. New, dressy Norfolk, belted
middy and other new effects.
Sizes 2 to 8 years. Exceptionally
low, at

\$1 @ \$1.50

CHECKED AND PLAID GOLF CAPS
—Are the proper caper for the boy.
See these pin checks, shepherd checks,
club checks, colored checks, black and
white or colored plaids. Sizes for
every boy, at

50c

NEW HEADWEAR FOR BOYS—
Large or small. Straw, Madagascan,
silk, wool or Panama Hats. Every
possible style in Straw Hats, in
color, at

50c to \$5

THE BETTER GRADE WASH
SUITS—Are made in Pique, Galatea,
fast color Renfrew, linen, silk and
pongee, repp, plain and figured ma-
draz. The new models include Man-
darin suits, Oliver Twist effects,
Norfolk, belted middy, smock suits
and pinch backs. All have open bot-
tom trousers. All white, white with
colored collars and belts, colors with
white collar and belt, stripes, new
figures, sport combinations and
plaids. Dainty special things for the
2 and 3 year old boy. Manly tailored
effects in sizes 4 to 8 years. A
wonderful assortment to suit every
taste. Priced

\$2 to \$7.50

SPECIAL SALE OF BOYS' WOOLEN
KNICKERBOCKER PANTS—Made
button bottom, in grey and brown
mixtures. Sizes
6 to 14 years, for

75c

SPECIAL SALE OF BOYS' WOOLEN
KNICKERS—Made with button bot-
toms, watch pockets and taped
seams. Good grey and brown mixed,
durable materials. Sizes 6 to 17
years. Very
special for

\$1.00

A WORD ABOUT THE BOYS'
BLOUSES—We are showing Spring
blouses in white and colors; large
assortments of patterns, in excep-
tionally good, fast color materials.
The tapless style as heretofore
made; collar attached, military style
for boys of 6 to 15, and Eton collar
style for boys 3 to 8. Also Sport
collar blouses with short sleeves,
sizes 5 to 15 years. Conditions will
allow us to sell at present prices
only so long as stock now on hand
lasts. Supply your boy's blouse
needs now, at

50c, 75c and \$1.00